PRIVILEGED & CONFIDENTIAL

PROJECT RAINBOW II ELEMENTS

I. TERMS OF NEGOTIATION

- FDA regulation off the table.
- Preemption off the table.
- Period of peace: ~~5 years or 2~~ Congresses.
- Round trip (House and Senate approval) for negotiated bill.
- Enactment in 1996.
- Cigarette only bill preferable; cooperation with RJR possible, but not essential.

II. BASE-LINE CONCESSIONS

Advertising and Promotion

- Ban sports stadia product advertising.
- Billboard restrictions (i.e., within 750 feet of any school where students under age 18 attend).
- Ban paid product placement.
- Codify Voluntary Advertising and Promotion Code provisions on advertising and promotion to the extent that they are not otherwise addressed in this list (e.g., no ads in publications directed primarily to those under age 21; no ads depicting persons appearing to be well-known athletes or under age 25, or suggesting that smoking promotes attractiveness or good health; clothing bearing brand names or logos must be in adult size only).
- Ban ads on any audiotape, disc, videotape, film or video arcade game.

Youth

- Codify Voluntary Advertising and Promotion Code restrictions on sampling (e.g., no sampling on public streets, sidewalks or parks, except in places open only to persons who may lawfully buy cigarettes; no use of mails to distribute unsolicited cigarette samples; no mail samples without

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Source: https://www.industrydocuments.ucsf.edu/docs/tnfb0003

age (21) certification; no samples to anyone appearing to be less than 21 (without reasonable identification to the contrary)).

- Enforcement of 18-year-old uniform minimum age laws.

Warnings

- Smoking ban in elementary schools and day-care centers.
- New warning on addiction.
- More prominent (i.e., size) warnings on package side panel, and larger billboard warnings.

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